

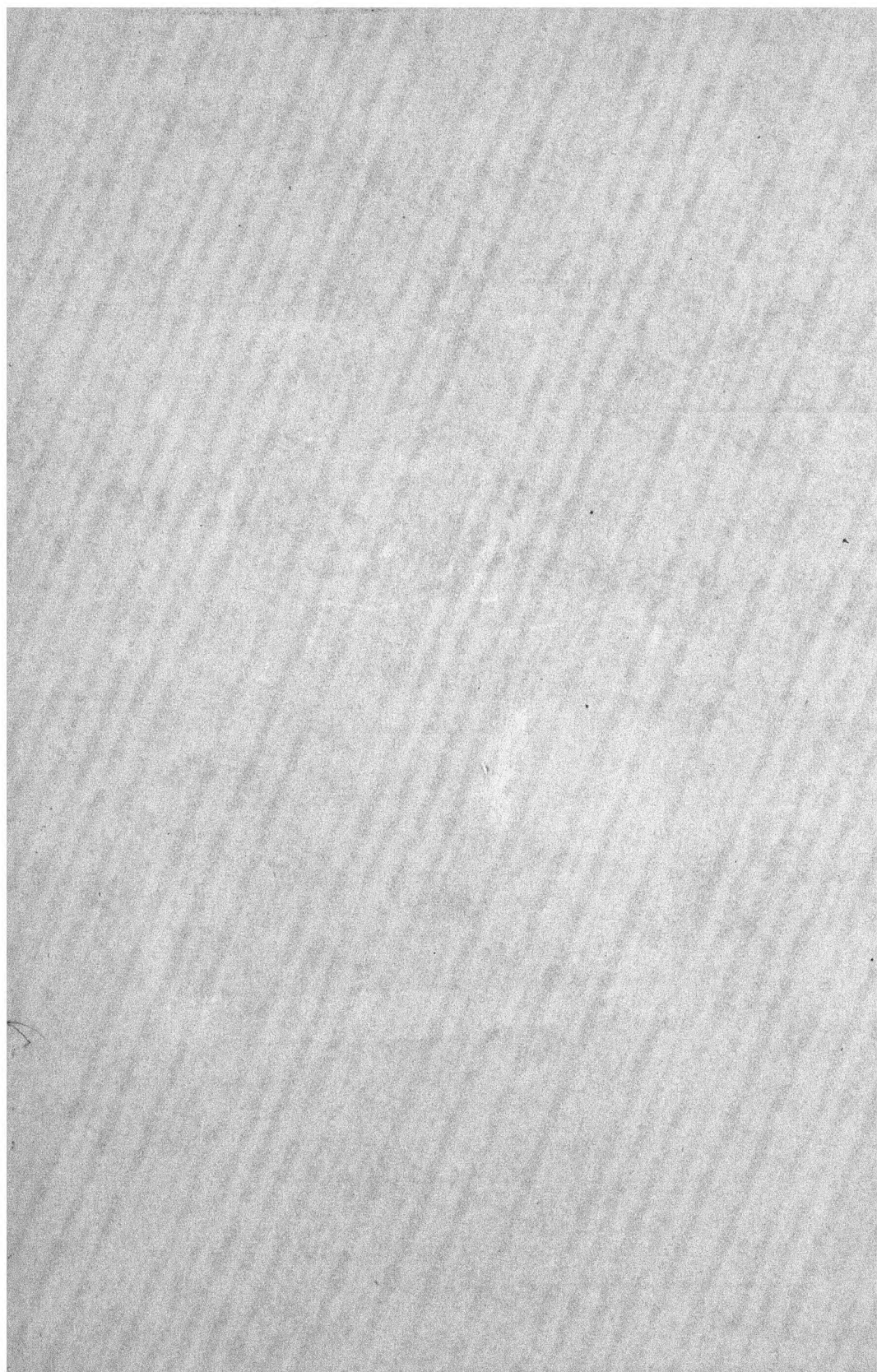
MANITOBA CALLING 1947

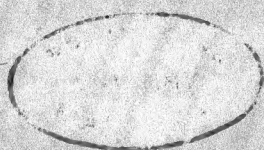
MANITOBA CALLING



1947



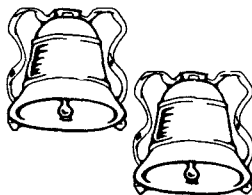








MANITOBA CALLING



From our files

"Manitoba Calling"
January, 1938

A Happy New Year

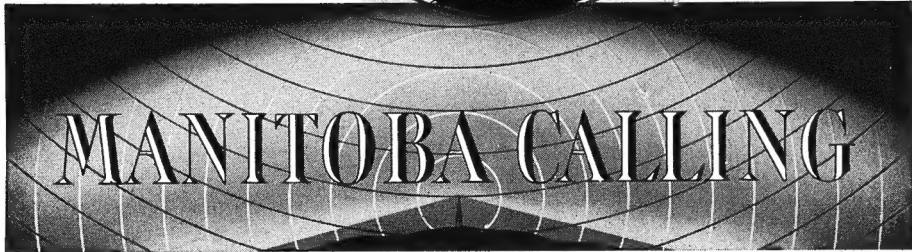
"So may the New Year be a happy one to you, happy to many more whose happiness depends on you!"—The Chimes. Charles Dickens.

Another milestone passed, we look back to the beginning of broadcasting and to those early days in the spring of 1923 when CKY was dedicated to the service of the listeners as the first station in Canada to undertake the provision of entertainment and instruction by radio as a publicly owned utility. Many advances have been made since then, in the power and efficiency of transmitters, in improved receivers, in a vastly increased number of listeners, and in the development of better programmes.

Of those charged with the duty of carrying on the service today, none is more concerned that the art of broadcasting shall fulfil its early promises than are those pioneers who visualized the day when the solution of technical problems and the perfection of apparatus would permit the use of radio as an ideal medium for disseminating happiness, carrying comfort to the sick, hope to the discouraged, and the message of peace to the world. Of the fact that not all their hopes have been realized, they are deeply conscious. There still remains much to be done towards the discovery of methods and policies which will give the listeners the full advantages of broadcasting without its weaknesses and abuses.

Men and women, inspired by faith in the future, appreciative of the privilege of serving, and filled with the pride of honest craftsmanship, are labouring to make radio a greater boon to humanity, believing that the revelation of its secrets was intended to benefit mankind. That they will find happiness in the New Year in the knowledge that their efforts have increased the sum of human happiness is a wish in which every good citizen will join.





Address all communications to Public Relations Department,
Vol. XI. No. 1. CKY Radio Branch CKX January, 1947.
Single Copy Manitoba Telephone System, 20 Issues, \$1.00.
5c Winnipeg Post Free.

Between Ourselves

Volume Eleven

Another year, twelve monthly issues of Manitoba Calling completed, and here we are entering 1947. It was in 1937 that this little publication was launched as a four-page sheet. CKY had already been on the air fourteen years, and CKX nearly a decade. With this history behind them, CKY, CKX and Manitoba Calling may, perhaps, claim to being well established among Manitoba's institutions.



AIMING TO PLEASE

With CKY on the CBC's Trans-Canada network, CKX carrying the Dominion network programmes, and each station broadcasting many fine local features, our listeners are able to hear the best in Canadian and imported radio entertainment. A glance at the listings published elsewhere in this issue of Manitoba Calling will show that the bill-of-fare includes such top comedians as Bob Hope, Alan Young, Wayne and Shuster, Fred Allen, Fibber McGee and Amos 'n' Andy; such musical luxuries as Singing Stars of Tomorrow, the Metropolitan Opera, Simpson's Symphony Pops, the Northern Electric Hour and the New York Philharmonic; dramatic shows such as Lux Radio Theatre and Boston Blackie; and a variety of items which include sports events, news commentaries, etc. There are, doubtless, times in the day of every listener

when one finds something displeasing, but never in the history of show business has there been so much entertainment available to so many. That some of it is imperfect in content or method of presentation is admitted by broadcasting authorities and protested by listening critics but, surely, those features which one dislikes are more than outweighed by the programmes enjoyed. Paraphrasing Lincoln, we may remind ourselves with truth that a radio station can please all of the people some of the time and some of the people all of the time, but not even the most popular station can please all the people all the time. As a writer in "Radio World" expressed it recently: "It is not altogether a bad sign that the sponsors and producers of programmes still aim to please as many people as possible".

Every station in Canada, including CKY and CKX, can be counted upon to make that the objective throughout 1947.



FROM PCJ

"We here are very much admiring the quality of your paper, the fine reproductions of the photographs, and the general lay-out of 'Manitoba Calling'. Let's hope, the time will soon be that we can permit ourselves also to issue such a fine magazine!"

—Edward Startz,
PCJ, Hilversum, Holland.



SANTA CLAUS PARADE

WINNIPEG



Santa Comes to Town

This Christmas season, as in many years past, thousands of Winnipeg children crowded downtown to see the T. Eaton Company's Santa Claus parade. Always an imposing and colourful spectacle, this parade seemed to top all previous displays—or was it just our aging imagination? Anyway, it was a mighty good show. As usual, a series of broadcasts from Santa's workshop at the North Pole, via CKY, prepared the youngsters for the event. Following his arrival in Winnipeg, the benevolent old gentleman established himself in the T. Eaton Company's store, where innumerable little people gazed at him with big eyes and confided their desires in the matter of Christmas gifts. A few of the features in the parade are shown on the opposite page: — (1) Santa Claus with his reindeer. (2) King Neptune rides again, sea-horses driven by mermaids. (3) Girls in carnival costumes. (4) Bakers carrying the Christmas dinner. (5) Fairy Princess and her attendants. (6) Little Boy Blue. (7) A "Zulu", one of the Jungle Prince's safari. (8) Little Jack Horner. (9) Young Winnipeg turned out in thousands.

Following our annual practice CKY broadcast descriptions of the parade as seen from several points along the route.



THINKS THIRTEEN LUCKY

P. R. Burgess, CKY control operator, has no fears concerning the number thirteen—not even when it falls on a Friday. Peter married Lorraine Pelletier of the CBC office staff on Friday, September 13th last. Now he finds that his thirteenth week's "anniversary" happened on Friday, December 13th. Peter served two years in the R.C.A.F., in Canada and overseas, and returned to CKY in July, 1946.

When our photographer snapped this picture, Peter was operating the dials in our studio-control-room number four, monitoring Tom Benson's "Sugar 'n'

BEAUTY QUEEN



Milena Miller, voted "the most beautiful girl in radio" by a committee of prominent illustrators, is the featured songstress of "Kraft Music Hall" program, on the CBC network and CKY, Thursdays at 8.00 p.m. C.S.T.

PETER BURGESS



Spice" programme which Tommy performs in the adjoining studio, number three.

Saturday Night Roundup



Denizens of NBC's famous dude ranch, the Double-R-Bar, are shown above at a broadcast of "Saturday Night Roundup". They are, left to right, Dale Evans, Pat Buttram, Roy Rogers and Gabby Hayes. Roy's famous horse, Trigger, was not allowed in the studio. "Saturday Night Roundup" is broadcast to Manitoba listeners via CBC and CKX, Brandon, at 8.00 p.m.



One of the Men You Seldom Hear

John Gibson

Once in a while, as in "990 Variety" and other programmes in which some ad-libbing is in order, the control operator's voice may be heard in a little back-chat. Otherwise, the fellows without whose devoted service broadcasting would be a mess, are anonymous—unknown. Here, then, is one of CKY's control operators — John Gibson. He came to us in January, 1945. For several years prior to that, radio experimenting and operating public address systems were combined as his hobby and business.

— MANITOBA CALLING —

Bringing in the Boar's Head



—CKY Photo.

The traditional ceremony of bringing in the boar's head was performed again this season in the series of morning recitals by the "Bay" Employees' Choir from the Hudson Bay Company's retail store, Winnipeg. As choir conductor W. Davidson Thomson sang the Boar's Head Carol, a white-clad chef, with fitting dignity, descended the stairs through the ranks of the choristers, holding before him the historical dish with its luscious "trimmings". Open to the public, the recitals attracted a large number of people who came to participate in singing some of the carols and to enjoy the very colourful spectacle presented by the choir amid their gaily decorated surroundings. Joseph J. Lyon assisted at the piano, and Fred Walker at the organ. CKY broadcasts were produced by Wilford Davidson and announced by Jeff. Hogwood.

THE M.T.S. SHOW

A new feature, to be broadcast as a five-minute interlude in Richard Seaborn's orchestral selection on Wednesday evenings, is a series of interviews with employees of the Manitoba Telephone System. The interviews are de-

signed to acquaint the public with the jobs being performed by M.T.S. workers and, in many instances, to indicate how telephone users can co-operate in improving the service. The M.T.S. Show on Wednesdays is broadcast at 7.00 p.m. The orchestra is heard also on Saturday mornings at 11.30.

Manitoba's Three Bears

By L. T. S. NORRIS-ELYE, Director.

This is the story of "The Three Bears", which has recently been completed with the acquisition by the Museum of the skull of the third kind of bear known to have inhabited Manitoba during historic times.

Black bears, as is well known, are common in the Province; the Museum has a mounted head of a large one and also the skull of one which was shot in Manitoba while feeding out of a pig-trough. Unfortunately, the base of the skull was sawn off to remove the brains as it was not expected that this skull would be required for scientific purposes. It is shown in the illustration.

The Museum has also a skin of a fine polar bear, shot by an Indian at Herchmer, mile 412 Hudson Bay Railway. This bear was the mother of the two cubs at Assiniboine Park and the skin was presented by Premier Bracken. In addition the collection contains a fine skull of another polar bear, which is also illustrated in our picture.



—CKY Photo.

Left to Right: Polar Bear, Black Bear and Grizzly.

The third skull is that of a grizzly bear, ploughed up by Mr. Thomas Carrothers near Austin in a low, wet spot on S-E $\frac{1}{4}$ 11—11—W1 many years ago, but fortunately saved until it could be identified. This is also in our illustration.

This last accession not only completes the specimens of all the bears known to have inhabited what is now Manitoba, during historic times, but it is very doubtful if anyone can produce any part of a grizzly bear that had certainly been taken in the Province. While only two teeth remain, and the lower jaw is missing, there is a possibility that more teeth and the lower jaw may be found next Spring.

Of the 86 species and sub-species of grizzly, ours is the Big Plains grizzly.

That they inhabited Manitoba in early times is well established. Alexander Henry, an expert trader and hunter, built a trading post in 1800 on the Red River at the mouth of the Park River in North Dakota (some 30 miles south of the International boundary). He kept a journal in which many priceless facts have been preserved. He travelled in Manitoba and was well acquainted with the Rocky Mountain region. His notebook frequently refers to grizzlies being killed and pelts acquired in Manitoba. In 1801 he records from Reed River (Roseau River), Manitoba, 4 grizzlies, 20 brown and 52 black bears. In 1802, only one grizzly was reported and that came from Portage. During the seasons of 1804-5 and 1805-6 there were four grizzlies for each season. These seem to be the last recorded Manitoba specimens but Henry saw tracks of grizzlies on the Lower Saskatchewan River, 60 miles below the forks. In 1820, Richardson saw a grizzly killed at Carlton House on the Saskatchewan River.

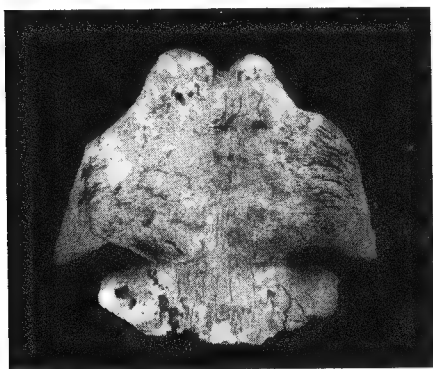
Since that time, it seems that the advent of white men and fire-arms has pushed the survivors westward to the mountains. They still survive, under protection, in Yellowstone National Park.

Normally, a grizzly will avoid man but under threat of danger to their young or to themselves they are formidable opponents. An Indian would only attack one on the plains if he had

an unusually fast horse, and the claw necklaces were among the greatest proofs of courage that a brave could possess. One cannot assume that a grizzly will not attack if you do not bother it; there have been far too many apparently unprovoked attacks to warrant any such assumption. F. J. Dixon, a first-rate zoologist in the employ of the U.S. Government, has probably explained some of these unprovoked attacks.

It is well known that grizzlies will bury a carcass with earth or brush and return to it days afterwards. Dixon thinks that sometimes the bear sees a man within perhaps a quarter of a mile of his cache and imagines that his prize is about to be stolen.

The three skulls illustrated show marked differences, particularly in the 2nd molar teeth (at the back of the mouth). There are many other differences in the skulls which would be too technical for popular reading. Note the enormous size of the grizzly's molar teeth compared with that of even the polar bear.



—CKY Photo.

Musk-ox skull. Points at the sides are the horn cores. Most of the facial bone (at bottom of picture) is missing.

The musk-ox skull is also a valuable find as it also is very doubtful if any other portion of a musk-ox taken in Manitoba can be produced today. It was dug up two feet below the tundra by Walter Gordon at Caribou Post, Manitoba (N.W. of Churchill). Musk-ox have certainly been in Manitoba in his-

What BBC Fans Want

An analysis of one bundle of 418 requests from British listeners for the BBC programme "Family Favourites" revealed the following most numbers of requests within the various categories: Vocal dance music, 205; dance music, 69; serious music, 64; light music, 36; ballads, 25; Jazz (all categories), 19. Thus, vocal dance music constituted nearly fifty per cent of the requests and within this category the following were the singers most frequently asked for: Frank Sinatra 39; Bing Crosby, 38; The Ink Spots, 27; Perry Como, 14; and Dick Haymes, 13.



THEY WRITE "GEORGE'S WIFE"

A total of thirty-six years of writing experience lies behind the scripting of "George's Wife". The Edges, one of the top-notch writing teams in radio, estimate that more than five million words have rattled off their typewriters. They have been exclusively engaged in radio since 1940.

Programmes scripted by Ernie and Kay Edge would make up a diversified library. Their most important success has been "George's Wife". They have also been script editors on many programmes, and currently hold that position on Whitehall Pharmacal's successful Tuesday-Thursday show, "Stars to Be". They won Canadian Broadcaster's "Beaver Award" for 1944.

The Edges have been married since 1932 and have two boys, ten and seven. They claim to be Canada's only radio team whose exclusive livelihood is writing.

toric times, even as recently as 1902, when Preble reported them in the neighbourhood of York Factory. The chief interest in the skull is in having a portion of a musk-ox which can now be demonstrated and which is certainly a Manitoba specimen.

These skulls are all in the main gallery of the Museum upstairs. Come and see them.



Some of

- (1) The Telephone Building. CKY's studios & casting Corporation.
- (2) Left, the Cenotaph; right, the Art Gallery.
- (3) Left to right, Union Bank, the Art Gallery.
- (4) Law Courts on Broad Street.
- (5) The City Hall.
- (6) The Canadian National Hotel.
- (7) The City Hall.
- (8) The City Hall.
- (9) The City Hall.
- (10) The Canadian National Hotel.



Some of Winnipeg's Prominent Buildings

The Telephone Building, Portage Avenue East, head office of the Manitoba Telephone System. CKY's studios are on the third floor. Western Regional offices of the Canadian Broadcasting Corporation are here.

Left, the Cenotaph; right foreground, the Civic Auditorium, housing the Manitoba Museum and the Art Gallery; centre, rear, the Hudson Bay Company's store.

Left to right, Union Trust building, Great West Life building, and the Grain Exchange.

Law Courts on Broadway. (5) Canadian Pacific Railway depot. (6) Dominion Public building.

The City Hall. (8) Grain Exchange. (9) Portage Avenue, near Main Street intersection.

Canadian National Railways' Fort Garry Hotel.

— MANITOBA CALLING —

ON ALL TWELVE



Here we have those sparkling comedians, Wayne and Shuster, with "Nipper", the world's best known fox terrier in his familiar attitude of listening to "His Master's Voice". Wayne and Shuster, veterans of the Army Show overseas, are giving Canada plenty of merriment via the CBC network and CKY on Thursdays at 8.30 p.m. R.C.A. Victor are, of course, the sponsors.

PROGRAMMES CKX Brandon

1000 WATTS—1150 K.C.

Letters following certain items are initials of days of the week on which the features are broadcast.

All times shown are Central Standard.

SUNDAY

- 10.30—Living Water.
- 11.00—City Church Service.
- 12.30—Young People's Hour.
- 1.00—CBC News.
- 1.03—Capital Report.
- 1.30—The Lutheran Hour.
- 2.00—New York Philharmonic.
- 4.00—CBC News.

- 4.03—John Fisher Reports.
- 5.00—Music for Sunday.
- 7.30—Fred Allen.
- 8.00—Hildegard.
- 8.30—Eddie Bracken.
- 9.00—Take It or Leave It.
- 10.00—CBC News (Daily).

MONDAY

- 7.30—News (Daily).
- 8.00—Musical Clock (MTWTF).
- 8.30—News (Daily).
- 8.40—What's in the Air.
- 8.45—Off the Record.
- 9.00—Music for Miladi.
- 9.30—Evelyn Hobbes.
- 9.35—Piano Interlude.
- 9.45—Morning Devotions (MTWTF).
- 11.00—BBC News (MTWTF).
- 2.30—Dance Parade (MTWTF).
- 6.00—News.
- 6.10—In the Spotlight (MTWTF).
- 7.00—Northern Electric Hour.
- 8.00—I Deal in Crime.
- 9.00—Contented Hour.

TUESDAY

- 11.00—BBC News (MTWTF).
- 1.00—Rural Rhythm (Daily).
- 1.30—CBC Farm Broadcast (MTWTF).
- 7.30—Mel Blanc Show.
- 8.00—Prom. Concert.
- 9.00—Bob Hope.
- 10.15—Brandon Artists Series.
- 11.00—The People Ask.

WEDNESDAY

- 7.00—Jack Carson Show.
- 7.45—Kona-Kani Serenaders.
- 8.00—Duffy's Tavern.
- 9.00—Author Meets Critic.
- 10.30—Invitation to Music.

THURSDAY

- 12.45—B.U.P. News (Daily).
- 8.00—Dick Haymes Show.
- 8.30—Boston Blackie.
- 9.30—Bing Crosby.
- 10.15—Lean Back and Listen.
- 10.30—Foster Hewitt Reporting.

FRIDAY

- 5.15—Songs and Singers.
- 6.45—John Fisher.
- 7.15—Sons of Pioneers.
- 7.30—Alan Young.
- 8.00—Light Up and Listen.
- 8.30—Western Trails.
- 9.00—Gillette Fights.
- 10.00—CBC News.
- 10.30—Winnipeg Drama.

SATURDAY

- 10.30—Salon Concert.
- 11.00—BBC News.
- 11.15—Pops on Parade.
- 2.00—Opera.
- 4.45—King Cole Trio.
- 6.30—Sports College.
- 7.30—Mayor of the Town.
- 8.00—Saturday Night Round-up.
- 9.00—Mart Kenney's Orch.
- 10.30—News.

*Winnipeg Sisters
Singing Stars
of Tomorrow"*



Mary and Kathleen Morrison, young Winnipeg sopranos, were guest artists on the December 1st broadcast of York Knitting Mills' "Singing Stars of Tomorrow."

Above: Mary (left) and Kay at the mike. *Right:* Rex Battle discusses their songs. *Below:* Producer John Adaskin explains the script.



HOSTIE ACIE NOMINATI—"NAMED BY THE ENEMY IN BATTLE"

Last month, in referring to the "Little Black Devils", nick-name of the famous 90th Winnipeg Rifles, I stated that it was won in the first world war. Actually, as Sergeant Harry Randall, of CKY, has reminded me, it dates back to the Rebellion of 1885, when the Rifles were at Fish Creek. Rebel prisoners brought in said they were familiar with the sight of red-coat soldiers, but who were those "little black devils" who had fought so furiously? They had good reason to remember the dark green uniforms of the Winnipeggers. The description was taken as a compliment, mentioned in dispatches, and later immortalized in the regiment's collar badge, a rampant devil with the motto "Hosti Acie Nominati".



Street in Aurich

Around Aurich

When I found the Winnipeg Rifles in the imposing former German marine barracks at Aurich, four months after V-E Day, they were sharing with some other units of the Third Division, Canadian Army Occupation Force, a new nick-name which they had taken unto themselves with a touch of grim humour—"The Chosen Frozen". This referred to their expectancy of sticking it out for an indefinite period as occupation troops while more fortunate units were being repatriated to Canada.

Aurich is in the East Friesland peninsula, north-east of Emden and west of Wilhelmshaven. To the north is the coast off which, like a string of beads, lie the East Frisian Islands. We went to Aurich by jeep from Augustfehn via Westerstedt, through pretty agricultural country in which German boys along the road offered apples and eggs in exchange for cigarettes and soap. There were the usual quaint villages, with picturesque taverns, now no longer dispensing refreshment, groups of old men and women and children wander-

ing about and whose chief diversion seemed to be staring with expressionless faces at passing Canadian army vehicles. Occasionally we overtook wagons filled with displaced persons—some of those hordes of people on the move, heading heaven knew where, all over Germany. Sometimes we would see a wagon or a bus stopped by our troops and the passengers being quizzed and their documents examined. Then it was interesting to watch the reactions of the German civilians as they underwent questioning. There were fear, pathos, pride, nonchalance and repressed contempt among the expressions to be seen in their faces. To the children, as a rule, it was all a natural part of their little lives, and being born ambassadors—as all children are—they hob-nobbed with our soldiers on the outskirts of the crowds. I never found the least sign of hatred in a German child, and I spoke to hundreds of them. Their older brothers and sisters might show bitterness, but not once did I see it in the kiddies.

Maple Leaf Barracks comprised a group of substantial brick buildings with steep gables of bright red tiles. The naval cadets who formerly occupied the place had been provided with everything their masters could think up for their training and comfort. About the establishment was a suggestion of a modern university, with a campus, a four-hundred-metre cinder track and a square white stone clock tower overlooking the whole.

Y.M.C.A. Brigade Sports Supervisor John Gray of Toronto was then adapting some of the external facilities for the use of the Canadians, while Supervisors Herb Morton, Charles Kilgour and Jack Lawlor were arranging shows in the commodious theatre, handling games rooms, reading and writing rooms, a bowling alley, a canteen supplying exclusively Canadian articles, a barber shop, tailoring repair shop, and dark-rooms for a camera club. The gymnasium, with its floor partly of cork and a mixture of sand and sawdust, was fitted with about every type of apparatus that could be desired. Our troops might be "frozen" in the sense of being marooned in an out-of-the-way part of Germany, but, thanks to Auxiliary Services, many big-city amenities were brought right into barracks for them.

On a tour of the buildings I was shown the mess hall in which meals had been served for the entire camp of four thousand hungry Nazi sailormen. Also, I saw the kitchen. Ten steam pressure

cookers, each five feet in diameter, five huge tilting frying pans, four giant steam cookers and half-a-dozen electric bake ovens, miscellaneous monster meat grinders—all failed to impress me as much as did the automatic potato peeler. This last would have fascinated Private Hargrove as a G.I.'s delight, for as a successor to the primitive knife-and-hand technique, here was a machine which was designed to permit Nazi kitchen help to throw in countless spuds and watch them come out minus their jackets. With all these contraptions in running order, the kitchen must really have been something to see. At the time of my visit, however, the electric power was off, due to fuel shortage somewhere, so the pressure cookers, frying pans, bake ovens, meat grinders and the intriguing potato peeler just sat there, silent reminders of hectic days when these premises fed the men who trained at Aurich that they in turn might feed the demands for man power in the Fuehrer's disappearing navy. . . .

Late that summer evening we journeyed back to Augustfehn through peaceful lanes deserted but for curious pairs of fireflies occasionally seen ahead apparently bouncing up and down a foot or so from the road. These, as we overtook them, proved to be yellow glass buttons attached to the pedals of bicycles, ingenious and effective improvements on the stationary red reflectors carried by our cyclists in Canada.



CHECK-UP

Rifleman Gordon Campbell of Winnipeg, and Rifleman Jack Strickland of Port Arthur, Ontario, give a busload of German civilians the once-over. Wanted Nazis and particularly members of Hitler's "S.S." were the objects of a continued hunt by Allied military authorities.

—Canadian Army Photo.

~ MANITOBA CALLING ~

Bitter Sweet



Anne Shepherd

Good things still come in small packages. Petite Anne Shepherd of "Big Sister" is much more like the butterfly she wears in her hair than bitter, biting "Hope Melton Evans" on the daytime serial sponsored by the Procter and Gamble Company and broadcast by CKY at 10.15 a.m. on week-days except Saturday.



BREAKFAST CLUB MAIL

Postman generally deliver such prosaic items as bills from the light and power company or terse messages from gloating vacationists, but when the postman calls for Don McNeill, toastmaster of the "Breakfast Club", his pack contains anything from a panegyric in Sanskrit to greetings engraved on the head of a pin.

Most of the 250,000 unsolicited letters McNeill receives annually are legibly written and quite correct as to stationery and sentiments, but buried among them are odd and spectacular examples of the epistolary art. These range from monster post-cards as large as a door to such fantastic creations as a 40-page

letter with all the words spelled backwards.

One of the most unusual notes in McNeill's collection has letters large and wavering, as though written by someone with faulty muscular co-ordination. The message was in fact written by a woman who has no arms. She managed to write it by holding a pencil in her toes.

During the war McNeill received many letters from G.I.'s in battle areas and in hospitals. One of the most memorable was from a paratrooper, recovering from a wound in the cardiac region. He enclosed a bit of shrapnel with the grimly humorous comment, "This comes from the heart."

The Breakfast Club (Swift Canadian Company) is carried by CKY, at 8.15 a.m., weekdays except Saturdays.

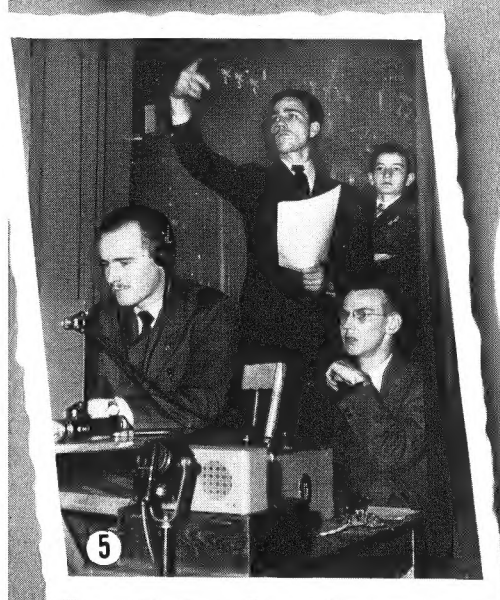
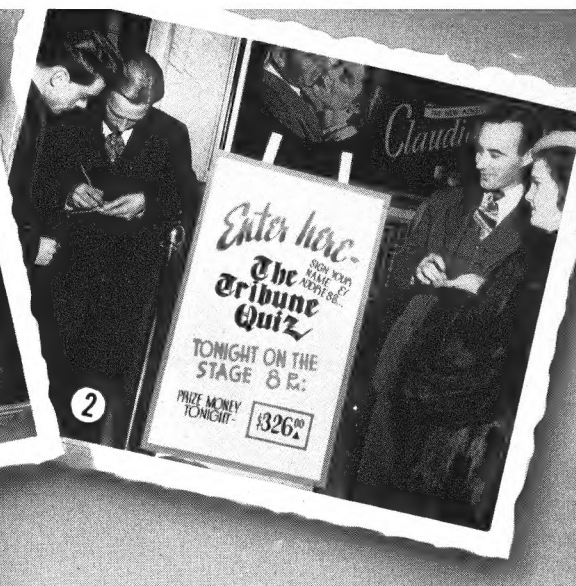
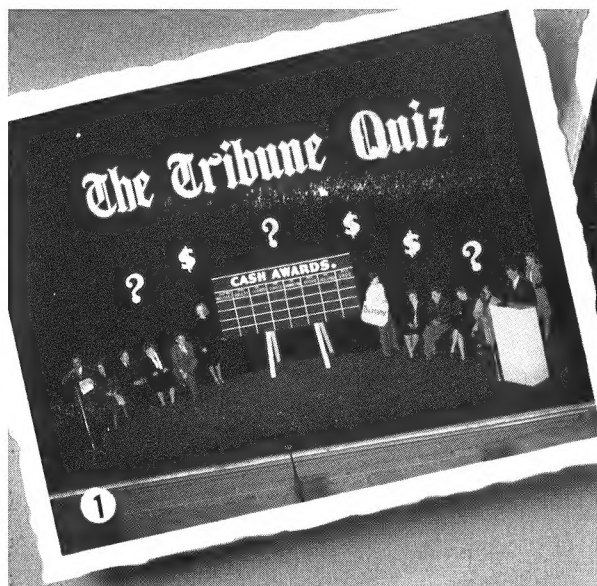


NORTHERN ELECTRIC GUEST



Tenor Soloist

Jimmie Shields, prominent tenor of Toronto, was the guest artist recently on the Northern Electric Hour. Jimmie, Canadian-born of Irish stock, possesses a robust voice that has been widely acclaimed by critics across Canada. The Northern Electric Hour is heard on the CBC's Dominion network via CKX, Mondays at 7.00 p.m.



Tribune Quiz

Staged at the Metropolitan Theatre, Winnipeg, on Wednesdays at 8.00 p.m., this new feature is hitting high in popularity.

- (1) Contestants lined up, the show is ready to commence.
- (2) A patron registers his name and address while Wilf Davidson looks on.
- (3) Tom Benson dispenses some prize money.
- (4) A capacity audience enjoys the fun.

(5) John Gibson (left) seated at the controls with engineer Nelson Gardiner; producer Lyall Holmes, standing.



~ MANITOBA CALLING ~

PROGRAMMES

15,000 Watts

CKY WINNIPEG

990 Kilocycles

(All times Central Standard)

*Radio programmes are subject to change without notice. The following items are listed as a guide to some of the most popular features. For more details see Winnipeg daily newspapers. Daily programmes are shown in heavy type. Those marked * run on weekdays. Those marked † are on weekdays except Saturdays.*

SUNDAY

- 9.00—CBC News—CBC.
- 9.45—Sunday School—CBC.
- 10.00—Neighbourly News—CBC.
- 10.15—Prairie Gardener—CBC.
- 11.00—Church Service.
- 12.25—News.
- 12.30—Way of the Spirit—CBC.
- 1.00—CBC News—CBC.
- 2.00—New York Symphony—CBC.
- 4.00—CBC News.
- 4.30—Singing Stars—York Knitting.
- 5.00—Ozzie and Harriet—CBC—Int. Silver.
- 5.30—CBC News.
- 5.45—Canadian Short Stories—CBC.
- 6.30—Music for Canadians—Tip Top.
- 7.00—Church Service.
- 8.30—Album Music—Bayer Aspirin.
- 9.00—CBC News—CBC.
- 10.00—The Readers Take Over—CBC.
- 11.30—Vesper Hour—CBC.
- 12.00—News, Time and Sign Off.

MONDAY

- * 7.00—News.
- * 7.05—990 Variety.
- * 7.30—News.
- * 8.00—CBC News—CBC.
- * 8.05—990 Variety.
- † 8.15—Breakfast Club—Swift's.
- † 9.00—Morning Melodies.
- 9.25—Voice of Inspiration.
- 9.45—Aunt Mary—Safeway Stores.
- † 10.00—Road of Life—Procter and Gamble.
- † 10.15—Big Sister—Procter and Gamble.
- † 10.30—George's Wife—Whitehall Pharm.
- † 10.45—Laura—Lever Bros.
- 11.00—BBC News—CBC.
- † 11.15—Lucy Linton—Sunlight Soap.
- † 12.15—The Happy Gang—Colgate-Palmolive.
- 12.45—They Tell Me—Robin Hood Flour.
- † 1.00—News and Messages.
- † 1.30—CBC Farm Broadcast—CBC.
- † 2.00—Life Can Be Beautiful—Ivory.
- † 2.15—Ma Perkins—Oxydol.
- † 2.30—Pepper Young's Family—Camay.
- † 2.45—Dr. Malone—Dreft.
- † 3.00—Schools Broadcast—CBC.
- † 4.00—Gospel Singer—Templeton's.
- 5.15—University Lecture.
- 5.45—Your Favourite Songs—Bee Hive.
- * 6.00—News—CKY.
- † 6.15—Jack Smith—Procter and Gamble.
- † 6.30—CBC News.
- 7.00—Canadian Cavalcade—Borden's.
- 7.45—Rhythm and Romance—H.B. Co.
- 8.00—Lux Radio Theatre—Lever Bros.
- 9.30—Farm Broadcast Drama—CBC.
- 10.00—Music for You
- 10.30—Harmony House—Nabob.

TUESDAY

- 5.30—Men in Scarlet—Lowney's.
- 7.00—Big Town—Ironized Yeast.

- 7.30—Citizens' Forum—CBC.
- 8.00—Amos n' Andy—Lever Bros.
- 8.30—Fibber McGee—Johnson's Wax.
- 9.00—CBC News.
- 9.30—Leicester Square—CBC.

WEDNESDAY

- 9.25—Voice of Inspiration.
- 12.45—They Tell Me—Robin Hood Flour.
- 5.15—University Lecture.
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—The M.T.S. Show—Man. Tel. System.
- 7.30—Money Makers—J. J. Lyons.
- 8.00—Tribune Quiz—Winnipeg Tribune.
- 8.30—Curtain Time—Tuckett's.
- 10.30—Invitation to Music—CBC.
- 11.15—Mid-Week Review—CBC.

THURSDAY

- 5.30—Men in Scarlet—Lowney's.
- 7.00—Boston Blackie—Can. Starch.
- 7.30—John and Judy—Lamont Corliss.
- 8.00—Kraft Music Hall—Kraft Cheese.
- 8.30—Wayne and Shuster—RCA Victor.
- 9.30—Winnipeg Strings—CBC.
- 10.00—Vancouver Theatre—CBC.
- 11.00—Sports Review—CBC.

FRIDAY

- 9.25—Voice of Inspiration.
- 12.45—They Tell Me—Robin Hood Flour.
- 5.15—University Lecture.
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—Toronto Symphony Pops—Simpson's.
- 8.00—Champ Scrapbook—Champ Labs.
- 8.30—Waltz Time—Sterling Products.
- 10.30—Winnipeg Drama—CBC.
- 12.15—Northern Messenger—CBC.

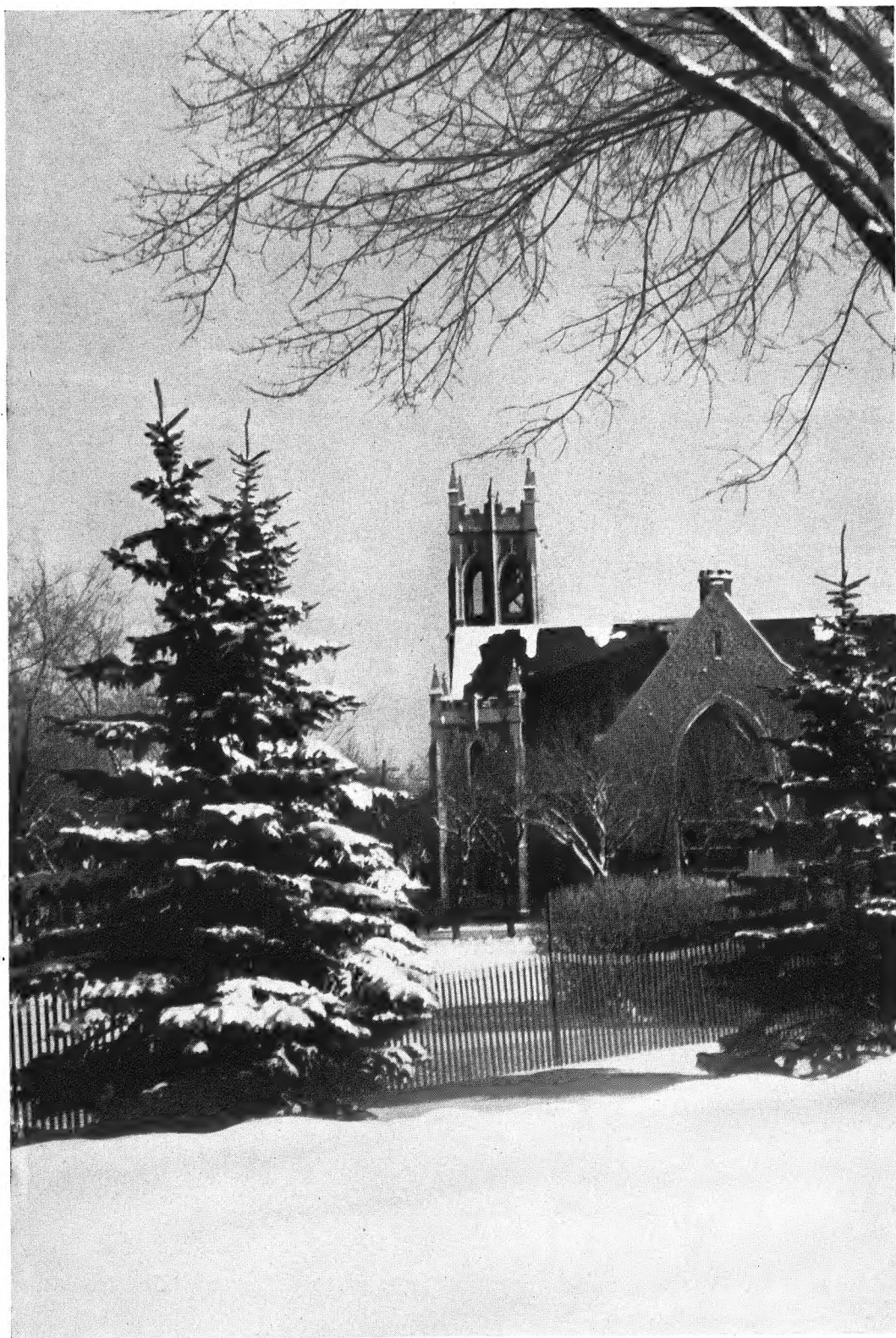
SATURDAY

- 9.45—Morning Devotions—CBC.
- 10.00—Master Singers—CBC.
- 10.30—Good Deed Club—T. Eaton Co.
- 11.30—M.T.S. Show—Man. Tel. System.
- 12.00—Music Hall Variety.
- 1.00—Metropolitan Opera—McColl Frontenac.
- 5.45—Wes. McKnight—St. Lawrence Starch.
- 6.15—British Variety Hour.
- 7.30—Share the Wealth—Colgate-Palmolive.
- 8.00—CBC News—CBC.
- 8.05—N.H.L. Hockey—Imperial Oil
- 9.30—Organ Music—CBC.
- 10.00—Red River Barn Dance—CBC.
- 10.30—Art Hallman's Orch.—CBC.
- 11.00—The Norris Trio.
- 11.30—Three Suns Trio—CBC.



By the Red River

Photo by J. Hartman.



St. Stephen's Broadway United Church, Winnipeg

Photo by Anthony Blicq.